

# COMMONWEALTH OF AUSTRALIA

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Family Name	
Given Names	
Student Number	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Teaching Period	Semester 1, 2016

FINAL EXAMINATION	DURATION
COM510 – Advanced Business Communications	
	Reading Time: 10 minutes
	Writing Time: 120 minutes

### INSTRUCTIONS TO CANDIDATES

This exam has two sections:

**Section A:** Answer all Multiple Choice Questions – Suggested time allocation: 30 minutes.

**Section B:** Answer two out of four Essay Questions – Suggested time allocation: 90 minutes.

### EXAM CONDITIONS

**You may begin writing from the commencement of the examination session.** The reading time indicated above is provided as a guide only.

This is a RESTRICTED OPEN BOOK examination

No calculators are permitted

No handwritten notes are permitted

Hard copy, unannotated English translation dictionary only

ADDITIONAL AUTHORISED MATERIALS	EXAMINATION MATERIALS TO BE SUPPLIED
none	1 x 8 Page Book 1 x 4-Multiple Choice Answer Sheet

**THIS EXAMINATION IS PRINTED  
DOUBLE-SIDED.**

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## **Section A**

### **Multiple Choice Questions**

**Total No of Marks for this section: 15**

This section should be answered on the multiple choice answer sheet provided. Please ensure that your name and student number have been written on the Answer sheet and place in the completed answer booklet.

**Please answer ALL multiple choice questions**

Marks for each question are indicated. Suggested Time allocation for Section A: 30 mins

## **Section B**

### **Short Essay Questions**

**Total Number of Marks for this section: 20**

This section should be answered in the Answer Booklet provided.

**Please answer ANY TWO out of Four questions**

Marks for each question are indicated.

Suggested Time allocation for Section B: 90 mins

#### **Question 1**

Explain why it might be best for an organization to use equivocal messages during the initial stages of an organizational crisis.

(Marks:10)

#### **Question 2**

Discuss the possible negative impacts of diversity management programs and explain how an organization might combat these negative impacts?

(Marks: 10)

#### **Question 3**

Imagine that you are an ethnographer explaining your research method to a group of students. Discuss the goal of ethnography and the techniques you use to achieve that goal. Then explain why ethnography is better suited to the study of organizational culture

(Marks:10)

#### **Question 4**

Compare and contrast Weber's Theory of Bureaucracy and Taylor's Theory of Scientific Management. Why of these theories best fits the machine metaphor of the classical approach?

(Marks:10)